MULTIMEDIA UNIVERSITY

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FINAL EXAMINATION

TRIMESTER 1, 2018/2019

DMM5018 – INTRODUCTION TO MULTIMEDIA
(DBA Students)

26 OCTOBER 2018
3.00 p.m. 5.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT:

1. This question paper consists of **4** pages with **2** sections.

2. **SECTION A:** Answer **ALL** Multiple Choice Questions on the **OMR sheet** given.

3. **SECTION B:** Answer **ALL** Structured Questions in the **Answer Booklet** provided.

Section A: 25 Multiple Choice Questions (Total: 25 Marks)
Instruction: Answer ALL questions from this section and shade your answers on the OMR sheet provided.

1. Which of the following is the **MOST** cost effective to deliver a multimedia project?
    A. Compact disc read-only (CD-ROM).
    B. Digital Video Disc (DVD)
    C. Blue–ray Disc
    D. Thumb drives

2. Which of the following is **NOT** the elements of multimedia?
    A. Animation   C. Video
    B. Authoring tools   D. Audio

3. Which of the following is **NOT** the medium to deliver a multimedia project?
    A. Printed   C. Optical storage
    B. Internet   D. Data transfer port

4. In _____ stage the team is expected to prepare a short prototype to the client.
    A. planning and costing   C. testing
    B. designing and producing   D. delivering

5. Identifying target user for the multimedia project is in _____ stage.
    A. planning and costing   C. testing
    B. designing and producing   D. delivering

6. Checking the features and functions to make sure that they meet the multimedia project objectives occurs in _____ stage.
    A. planning and costing   C. testing
    B. designing and producing   D.. delivering

7. Which of the following is a volatile storage device?
    A. Read-Only Memory   C. Hard Disk
    B. Random Access Memory   D. Thumb Drive

8. Which of the following is **NOT** an input device?
    A. Digital camera   C. Microphone
    B. Speaker   D. Scanner

9. Navigation maps is also known as _____.
    A. storyboard   C. site maps
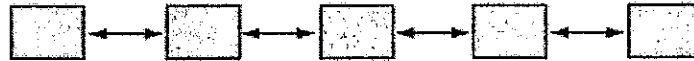   B. navigation menu   D. organizational chart

Continued...

10.

Diagram 1.0

Diagram 1.0 above is referring to _____ structure.

A. linear   C. nonlinear
B. hierarchical   D. composite

11.
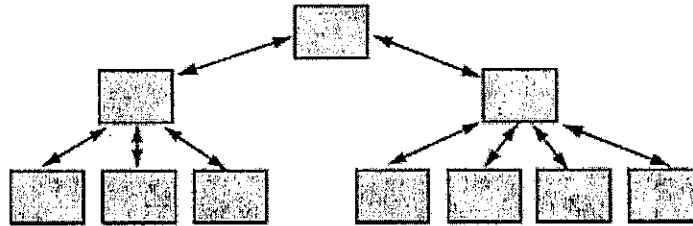
Diagram 2.0

Diagram 2.0 above is referring to _____ structure.

A. linear   C. nonlinear
B. hierarchical   D. composite

12. In designing a multimedia project, GUI is short for _____.

A. General User Interface   C. Good User Interface
B. Guided User Interface   D. Graphical User Interface

13. Font styles included all of the following **EXCEPT**_____.

A. boldface   C. underlining
B. italic   D. heading

14. _____ is a text which contains links to other texts.

A. Hypertext   C. Web browser
B. Hypermedia   D. Bitmap

15. The standard markup language used to create web pages is referred to as

_____.

A. HTML   C. HLMX
B. UTML   D. HMTL

16. In font anatomy, _____ is referred to the adjustment of space for groups of letters.

A. cap height   C. tracking
B. baseline   D. kerning

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17. Which of the following format **BEST** described the animation file?
   A. .swf   C. .acc
   B. .mp3   D. .txt

18. The study of the movement and motion of structures that have joints is referred to as _____.
   A. art   C. kinematics
   B. calligraphy   D. composition

19. _____ is an activity that requires calculating the number of frame between keyframes and the path the action takes.
   A. Tweening   C. Tracing
   B. Framing   D. Warping

20. A good animation designer will concern on the quality of the animation product by _____.
   A. using animation carefully and sparingly.
   B. ignoring the file compression when preparing files for the web.
   C. defining only specific platforms to be used and delivered to the end user.
   D. defining all users will access the animation in the same bandwidth speed.

21. Which of the following audio types is device independent?
   A. Sampling audio   C. Digital audio
   B. Frequencies audio   D. Analog audio

22. All of the following are the most often used sampling frequencies in multimedia **EXCEPT** _____
   A. 44.1 kHz   C. 11.025kHz
   B. 22.05 kHz   D. 17.1 kHz

23. Which type of audio requires knowledge of music theory?
   A. Codec   C. MIDI
   B. Compression   D. Digital

24. In sound and digital audio, MIDI is stands for _____.
   A. MP3 Industry Digital Index
   B. Musical Industry Digital Interface
   C. MP3 Instrument Digital Index
   D. Musical Instrument Digital Interface

25. You can edit your recorded audio by using _____ software.
   A. Audacity   C. Canva
   B. Notepad++   D. Piktochart

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Section B: 3 Structured Questions (Total: 75 Marks)
Instruction: Answer ALL questions from this section in the Answer Booklet provided.

QUESTION 1

(a) Describe the **TWO (2)** types of multimedia projects and provide **TWO (2)** examples for each.   (9 marks)

(b) Discuss the **FOUR (4)** reasons for travel and tourism industry to develop an interactive web application in promoting local attraction to the tourists.   (8 marks)

(c) Define the following main role in a multimedia team:
   (i)   Project manager   (2 marks)
   (ii)   Multimedia designer   (2 marks)
   (iii) Interface designer   (2 marks)
   (iv)   Video specialist   (2 marks)

                                                        (Total: 25 marks)

QUESTION 2

(a) Discuss **TWO (2)** differences between designing structure and designing user interface process in a multimedia project life cycle.   (8 marks)

(b) List **FIVE (5)** best guidelines in designing a multimedia user interface that includes elements such as graphics, text, and audio.   (5 marks)

(c) Explain **THREE (3)** differences between serif font and sans serif font. (12 marks)

                                                        (Total: 25 marks)

QUESTION 3

(a) Discuss the difference of animation technique between cel animation and computer animation.   (4 marks)

(b) Discuss **FOUR (4)** steps to follow in creating animation.   (8 marks)

(c) Explain the following sound editing operations:
   (i)   Trimming   (2 marks)
   (ii)   Volume adjustment   (2 marks)
   (iii) Format conversion   (2 marks)
   (iv)   Fade-ins and fade-outs   (2 marks)

(d) Write a basic formula to calculate size of a stereo digital recording.   (5 marks)

                                                        (Total: 25 marks)

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